

## J-Link is the fastest emulator for Renesas Electronics' RX core

Hilden, Germany – October 8<sup>th</sup>, 2010 – After introducing J-Link for the Renesas Electronics RX core some months ago, SEGGER has fully optimized support for the RX MCU Series, and achieving download speeds of 760 Kbytes/sec for the regular J-Link and 1400 Kbytes/sec for J-Link Ultra. With these performance values, J-Link is by far the fastest emulator for the Renesas Electronics RX600 devices currently on the market.

In addition, Flash Breakpoints and Flash Download for the RX600 MCUs are built into the J-Link software and are available at no additional cost.

J-Link is fully compatible with the Renesas Electronics HEW as well as IAR's Embedded Workbench and can be easily used as a powerful alternative to Renesas Electronics' E1 emulator.

The J-Link products are 2 to 10 times faster in debugging and download than other currently available emulators.

"We believe that this makes J-Link the number one choice for developers using the RX600 core series, since fast download and turnaround times are extremely important when debugging larger programs," says Dirk Akemann, Marketing Manager of SEGGER.

"We know from previous experience that SEGGER's engineers are highly skilled in their design for the J-Link family of emulators. We have been pleased with the recent improvements to the J-Link for the RX devices," says Peter Carbone, senior director, Consumer & Industrial Business Unit, Renesas Electronics America.

To see the J-Link for the RX MCUs in action, visit SEGGER at the Renesas Electronics Developers Conference 2010 in Anaheim, California in the United States. (<http://www.renesasdevcon.com/>)

Full product specifications are available at <http://www.segger.com/cms/J-Link-RX.html>

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### About SEGGER

**SEGGER Microcontroller** develops and distributes hardware and software development tools as well as software components for embedded systems. An "embedded system" is one in which a microprocessor and associated components are incorporated into a device helping to accomplish difficult and complex tasks in products such as cell phones, medical instruments, instrument clusters, measurement instruments, satellite radios, digital cameras etc.

SEGGER was founded in 1997, is privately held, has been profitable since its inception, and is growing steadily. Based in Hilden with distributors in all continents and a local office in Massachusetts, SEGGER offers its full product range worldwide.

SEGGER software products include: embOS (RTOS), emWin (GUI), emFile (File System), emUSB (USB host and device stack) and embOS/IP (TCP/IP stack). With the experience in programming efficiently on embedded systems, SEGGER created highly integrated, cost-





effective programming and development tools, such as the Flasher (stand-alone flash programmer) and the industry leading J-Link/J-Trace emulator.

SEGGER's intention is to cut software development time for embedded applications by offering affordable, high quality, flexible and easy-to-use tools and software components allowing developers to focus on their applications. Find out more at <http://www.segger.com>

**Contact information:**

Dirk Akemann,  
Marketing Manager  
Tel: +49-2103-2878-0  
E-mail: [info@segger.com](mailto:info@segger.com)

**Issued on behalf of:**

SEGGER Microcontroller GmbH & Co. KG  
In den Weiden 11  
40721 Hilden  
Germany  
[www.segger.com](http://www.segger.com)

SEGGER Microcontroller Systems LLC  
106 Front Street  
Winchendon, MA 01475  
United States of America  
[www.segger-us.com](http://www.segger-us.com)

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